



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-23-2012 PAGE: 1 of 2

CAMPAIGN GROUP - 304  
ATTN: LISA CABANEL  
1600 LOCUST STREET  
PHILADELPHIA PA 19103

Contract No 403089	Contract Dt 10-22-2012	Revision Dt	Rev# 0	Advertiser MARKELL FOR DELAWARE	Brand MARKELL FOR GOV-DE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA			
Agency Est# 10.23-29			SAR #	Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-23-2012	End Date 10-29-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title	
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		X	X	X	X			4	1,500	4	6,000.00
2	10-29-2012	10-29-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	1							1	1,500	1	1,500.00
3	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		X	X	X	X			2	2,200	2	4,400.00
4	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		X	X	X	X			1	3,000	1	3,000.00
5	10-29-2012	10-29-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00
6	10-23-2012	10-26-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		X	X	X	X			3	3,000	3	9,000.00
7	10-23-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		X	X	X	X		X	4	3,200	4	12,800.00
8	10-29-2012	10-29-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00
9	10-23-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		X	X	X	X			2	2,000	2	4,000.00
10	10-23-2012	10-26-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30		X	X	X	X			2	1,000	2	2,000.00
11	10-23-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	30		X	X	X	X			2	1,300	2	2,600.00
12	10-27-2012	10-27-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	9	30						1		1	400	1	400.00
13	10-28-2012	10-28-2012	12:05AM - 02:00AM	LF SUN MILLION \$ MOVIE (6974)	8	30							1	1	200	1	200.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood

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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
														Contracted Gross Total:		25	52,100.00
														Actual Gross Total:		25	52,100.00
														Agency Commission:			7,815.00
														Net Total:			44,285.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Oct 12		0.00		0.00		44,400.00		0.00						44,400.00			
Nov 12		0.00		0.00		7,700.00		0.00						7,700.00			
TOTAL		0.00		0.00		52,100.00		0.00						52,100.00			